

ESTTA Tracking number: **ESTTA553878**

Filing date: **08/14/2013**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following parties oppose registration of the indicated application.

Opposers Information

Name	Bridgestone Americas Tire Operations, LLC		
Entity	limited liability company	Citizenship	Delaware
Address	535 Marriot Drive Nashville, TN 37214 UNITED STATES		

Name	Bridgestone Corporation		
Entity	Corporation	Citizenship	Japan
Address	10-1 Kyobashi 1-chome, Chuo-Ku Tokyo, JAPAN		

Name	Bridgestone Brands, LLC		
Entity	limited liability company	Citizenship	Delaware
Address	535 Marriot Drive Nashville, TN 37214 UNITED STATES		

Attorney information	Patrick J. Jennings Pillsbury Winthrop Shaw Pittman, LLP 2300 N Street, N.W. Washington, DC 20037 UNITED STATES dctm@pillsburylaw.com Phone:2026638000		
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Applicant Information

Application No	85864365	Publication date	07/23/2013
Opposition Filing Date	08/14/2013	Opposition Period Ends	08/22/2013
Applicant	Silverstone, Inc. 4301 N. 28th Street Omaha, NE 68111 UNITED STATES		

Goods/Services Affected by Opposition

Class 012. All goods and services in the class are opposed, namely: Tires
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Grounds for Opposition

False suggestion of a connection	Trademark Act section 2(a)
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Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	1342473	Application Date	11/14/1984
Registration Date	06/18/1985	Foreign Priority Date	NONE
Word Mark	BRIDGESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 012. First use: First Use: 1983/12/01 First Use In Commerce: 1983/12/01 [BICYCLES AND STRUCTURAL PARTS THEREOF;] TIRES [INNER TUBES AND WHEELS FOR VEHICLES,]		

U.S. Registration No.	2607465	Application Date	10/12/2001
Registration Date	08/13/2002	Foreign Priority Date	NONE
Word Mark	BRIDGESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 012. First use: First Use: 1983/10/05 First Use In Commerce: 1983/11/10 Tires and inner tubes therefor		

U.S. Registration No.	2886688	Application Date	10/03/2003
Registration Date	09/21/2004	Foreign Priority Date	NONE
Word Mark	BRIDGESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 012. First use: First Use: 1928/00/00 First Use In Commerce: 1956/12/31 TIRES [; WHEELS FOR VEHICLES; INNER TUBES, RIMS AND COVERS FOR VEHICLE WHEELS; INNER TUBES FOR VEHICLE TIRES; PARTS AND FITTINGS FOR ALL THE AFORESAID GOODS]		

U.S. Registration No.	140804	Application Date	04/05/1920
Registration Date	03/29/1921	Foreign Priority Date	NONE
Word Mark	FIRESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U035 (International Class 007, 012, 017). First use: First Use: 1900/00/00 First Use In Commerce: 1900/00/00		

	Rubber Tires, Pneumatic [and Solid; Inner Tubes, Rubber-Impregnated Tire Building and Rebuilding Fabrics; Tire Accessories-Namely,] [Hook-On Boots, Lace-On Boots,] [Flaps, and Tire-Repair Air-Bags, Fabric and Rubber Repair-Patches, Tube-Patches in Sheet and Patch Form, and Reliners and Tire-Repair Gum Materials in Sheet Form-Namely, Tread-Gums, Cushion-Gums, Tube-Gums, Camel-Back-Tread Gums, and Combination-Gums]
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U.S. Registration No.	1178631	Application Date	02/15/1980
Registration Date	11/17/1981	Foreign Priority Date	NONE
Word Mark	FIRESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 1928/12/24 First Use In Commerce: 1928/00/00 Retail Tire and Automotive Store Services		

U.S. Registration No.	1387468	Application Date	08/29/1985
Registration Date	03/25/1986	Foreign Priority Date	NONE
Word Mark	FIRESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 012. First use: First Use: 1971/10/31 First Use In Commerce: 1971/10/31 VEHICLE TIRES AND INNER TUBES THEREFOR		

U.S. Registration No.	2464005	Application Date	07/07/2000
Registration Date	06/26/2001	Foreign Priority Date	NONE
Word Mark	FIRESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 012. First use: First Use: 1896/01/31 First Use In Commerce: 1900/12/31 VEHICLE TIRES AND INNER TUBES THEREFOR		

U.S. Registration No.	3688909	Application Date	03/10/2009
Registration Date	09/29/2009	Foreign Priority Date	NONE
Word Mark	FIRESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 012. First use: First Use: 1936/12/31 First Use In Commerce: 1936/12/31 Vehicle suspension components, namely, air springs		

U.S. Registration No.	3248867	Application Date	10/27/2006
Registration Date	06/05/2007	Foreign Priority Date	NONE
Word Mark	FIRESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 012. First use: First Use: 1935/10/15 First Use In Commerce: 1935/10/15 suspension systems and components for vehicles consisting of air springs and control devices; pneumatic suspension springs and shock absorber units for vehicles and structural and replacement parts therefor; air helper springs for vehicles		

U.S. Registration No.	3173847	Application Date	12/19/2005
Registration Date	11/21/2006	Foreign Priority Date	NONE
Word Mark	FIRESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 037. First use: First Use: 1929/00/00 First Use In Commerce: 1929/00/00 automotive repair and maintenance services		

U.S. Registration No.	3299860	Application Date	03/15/2006
Registration Date	09/25/2007	Foreign Priority Date	NONE
Word Mark	FIRESTONE COMPLETE AUTO CARE SINCE 1926		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2005/06/30 First Use In Commerce: 2005/10/31 Retail tire and automobile parts and accessories store Class 037. First use: First Use: 2005/06/30 First Use In Commerce: 2005/10/31 Automotive services, namely, automobile repair and maintenance		

U.S. Registration No.	3299861	Application Date	03/15/2006
Registration Date	09/25/2007	Foreign Priority Date	NONE
Word Mark	FIRESTONE COMPLETE AUTO CARE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2005/06/30 First Use In Commerce: 2005/10/31 Retail tire and automobile parts and accessories store Class 037. First use: First Use: 2005/06/30 First Use In Commerce: 2005/10/31		

	Automotive services, namely, automobile repair and maintenance		
U.S. Registration No.	3241202	Application Date	10/27/2006
Registration Date	05/15/2007	Foreign Priority Date	NONE
Word Mark	FIRESTONE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 007. First use: First Use: 1969/09/25 First Use In Commerce: 1969/09/25 pneumatic actuators for use as a motion control device in manufacturing, material handling, assembly, forestry, paper, hydraulics and pneumatics, and related industries; vibration absorbing suspensions and vibration isolators for machinery and parts therefor		
Attachments	Treadstone Opposition.pdf(1463582 bytes) Bridgestone Regs.pdf(4494509 bytes)		

Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Pat Jennings/
Name	Patrick J. Jennings
Date	08/14/2013

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Bridgestone Corporation,)	
)	
Bridgestone Americas Tire Operations, LLC, and)	
)	
Bridgestone Brands, LLC,)	
)	
Opposers,)	
)	Opposition No. _____
v.)	
)	Serial No. 85/864,469
Silverstone, Inc.,)	
)	
Applicant.)	

NOTICE OF OPPOSITION

Opposers Bridgestone Corporation, Bridgestone Americas Tire Operations, LLC, and Bridgestone Brands, LLC (collectively referred to herein as “Opposers”) believe they will be damaged by Applicant Silverstone, Inc.’s (“Applicant”) registration of the TREADSTONE mark (Serial No. 85/864,365) and hereby oppose the registration of that mark pursuant to 37 CFR § 2.101(b). Allegations with respect to Opposers are based upon actual knowledge. All other allegations are based upon information and belief. As grounds for the opposition, Opposers, by their attorneys, aver as follows:

Bridgestone and its Affiliated Companies

1. Bridgestone Corporation (“Bridgestone”) is a corporation organized under the laws of Japan with a business address at 10-1 Kyobashi 1-chome, Chuo-ku, Tokyo, Japan.
2. Bridgestone Americas Tire Operations, LLC (“Bridgestone Americas Tire Operations”) is a Delaware limited liability company with a business address at 535 Marriot Drive, Nashville, Tennessee 37214.

3. Bridgestone Brands LLC (“Bridgestone Brands”) is a Delaware limited liability company with a business address at 535 Marriot Drive, Nashville, Tennessee 37214.

Bridgestone’s Corporate History

4. Bridgestone Corporation was established in Japan in 1931 and began selling tires in the United States at least as early as 1962. Bridgestone is now the world’s largest tire company.

5. In 1967, Bridgestone established the Bridgestone Tire Company of America as its U.S. sales headquarters and, in the early 1980s, Bridgestone operated its first U.S. tire plant, in Tennessee, where it began manufacturing truck and bus radial tires.

6. In 1988, Bridgestone purchased the Firestone Tire & Rubber Company and formed what has become Bridgestone Americas Tire Operations, LLC.







7. Bridgestone Brands is the successor in interest to the FIRESTONE name and mark, which were formerly owned by The Firestone Tire & Rubber Company.

8. The Firestone Tire and Rubber Company began using the FIRESTONE name and trademark over a century ago, when entrepreneur and innovator Harvey S. Firestone founded the company. By 1900, with 12 employees and a single production facility in Akron, Ohio, The Firestone Tire and Rubber Company produced its first tire. FIRESTONE tires quickly acquired a reputation for quality and performance. Henry Ford chose FIRESTONE tires for the first mass produced cars in America and, shortly thereafter, a car equipped with FIRESTONE tires won the very first Indy 500 car race.

Opposers' Famous BRIDGESTONE and FIRESTONE Marks and Goods

9. Opposers have continuously used the FIRESTONE name and trademark in commerce in the United States for over a century and have continuously used the BRIDGESTONE name and trademark in commerce in the United States since at least as early as 1967.

10. Opposers own many valid and subsisting United States trademark registrations for the BRIDGESTONE and FIRESTONE marks, including but not limited to, the following (printouts from the TESS online database are attached to this Notice of Opposition as Exhibit A):

Mark	Goods/Services	Reg. No.	Reg. Date
BRIDGESTONE	Tires	1,342,473	6/18/1985
	Tires and inner tubes therefore	2,607,465	8/13/2002
BRIDGESTONE	Tires; wheels for vehicles; inner tubes, rims and covers for vehicle wheels; inner tubes for vehicle tires; parts and fittings for all the aforesaid goods	2,886,688	9/21/2004
	Rubber tires	140,804	3/29/1921
	Retail tire and automotive store services	1,178,631	11/17/1981
	Vehicle tires and inner tubes therefor	1,387,468	3/25/1986
FIRESTONE	Vehicle tires and inner tubes therefor	2,464,005	6/26/2001
FIRESTONE	Vehicle suspension components, namely, air springs	3,688,909	9/29/2009
FIRESTONE	Suspension systems and components for vehicles consisting of air springs and control devices; pneumatic suspension springs and shock absorber units for vehicles and structural and replacement parts therefor; air helper springs for vehicles	3,248,867	6/5/2007
	Automotive repair and maintenance services	3,173,847	11/21/2006
	Retail tire and automobile parts and accessories store Automotive services, namely, automobile repair and maintenance	3,299,860	9/25/2007

Mark	Goods/Services	Reg. No.	Reg. Date
FIRESTONE COMPLETE AUTO CARE	Retail tire and automobile parts and accessories store Automotive services, namely, automobile repair and maintenance	3,299,861	9/25/2007
FIRESTONE	Pneumatic actuators for use as a motion control device in manufacturing, material handling, assembly, forestry, paper, hydraulics and pneumatics, and related industries; vibration absorbing suspensions and vibration isolators for machinery and parts therefor	3,241,202	5/15/2007

11. Bridgestone Corporation owns the BRIDGESTONE registrations identified in Paragraph 10.

12. With the authorization of Bridgestone Corporation, Bridgestone Americas Tire Operations uses the famous BRIDGESTONE mark and name in the United States in connection with the advertising, promotion, sale, and offering of tires and related goods and services.

13. Bridgestone Brands owns the FIRESTONE registrations identified in Paragraph 10.

14. With the authorization of Bridgestone Brands, Bridgestone Americas Tire Operations and other related companies use the famous FIRESTONE mark and name in the United States in connection with the advertising, promotion, sale and offering of tires and related goods and services.

15. Bridgestone Americas Tire Operations is responsible for the sale and promotion of FIRESTONE and BRIDGESTONE brand tires in the United States and has sold billions of dollars of those tires in the United States.

16. Opposers' BRIDGESTONE and FIRESTONE tires are sold through approximately 2,200 company-owned stores and 10,000 independent wholesalers and retailers nationwide, ranging from major retailers like Wal-Mart and Sears to independent tire dealers. Opposers' BRIDGESTONE and FIRESTONE tires have been featured as original equipment on

some of the world's top-selling cars and trucks, including those made by Toyota, Nissan, General Motors, Chrysler, Mercedes, Volkswagen, and others.

17. Opposers spend tens of millions of dollars annually advertising, marketing, and promotion the BRIDGESTONE and FIRESTONE marks and tires through virtually every type of digital, broadcast, and print media, including but not limited to print advertisements (e.g., magazines and newspapers), television and radio commercials, Internet advertising, social media, billboards, brochures, catalogs, point-of-sale displays, Internet advertisements, sponsorships, trade shows, and promotional items.

18. Opposers have promoted their BRIDGESTONE and FIRESTONE marks and tires through nationally-distributed general-interest magazines, such as *Fortune*, *People*, *Time*, *Sports Illustrated*, *Rolling Stone*, *Golf Digest*, *Men's Fitness*, *Men's Health*, *Jet*, *Popular Mechanics*, and major national newspapers, like *The Wall Street Journal* and *USA Today*. Additionally, retainers throughout the country, including Opposers' Firestone Complete Auto Care stores, regularly run advertisements in local newspapers promoting the BRIDGESTONE and FIRESTONE marks and tires.

19. Opposers' BRIDGESTONE and FIRESTONE marks have been regularly featured in national and local television, cable, and radio advertisements. Opposers' television commercials have appeared on major network channels, including NBC, ABC, CBS, and FOX. Opposers' advertisements have also appeared on major cable networks, like ESPN, MTV, HGTV, TNN, TNT, VH1, FX, Comedy Central, Discovery Channel, The History Channel, and SPEED.

20. Since 2008, Opposers have aired commercials featuring the BRIDGESTONE mark during the Super Bowl, reaching over 100 million viewers each year. The 2011 Super

Bowl broadcast reached over 110 million viewers, breaking the record for the most-watched program in U.S. television history. The 2008 Super Bowl was the second-most watched television program in U.S. history, when it aired.

21. Opposers have also promoted the BRIDGESTONE and FIRESTONE marks by sponsoring high-profile events. Bridgestone is the official tire of the National Football League and was been the title sponsor of the Super Bowl halftime show from 2008 through 2012. Bridgestone is an official sponsor of Major League Baseball; the official tire of the National Hockey League, the National Hockey League Players Association, and the Hockey Hall of Fame; the title sponsor of the National Hockey League's Winter Classic game; the official tire of the Professional Golf Association Tour; and the title sponsor of the World Golf Championships-Bridgestone Invitational, played at the Firestone Country Club in Akron, Ohio.

22. Opposers BRIDGESTONE and FIRESTONE marks have been promoted through various major automobile racing events and series, including Formula 1, Izod IndyCar Series, and Firestone Indy Lights.

23. Opposers promote their tires on Web sites, such as www.bridgestone.com, www.firestone.com, and www.bridgestone-firestone.com, on Facebook, and on third party Web sites.

24. Opposers have used, advertised, and promoted the BRIDGESTONE and FIRESTONE marks and names both independently and together as a family of marks, sharing the identical "-STONE" suffix. The common "-STONE" suffix indicates to consumers that the goods bearing the marks emanate from the same source, namely Opposers.

25. As a result of extensive use, advertising, and promotion, the BRIDGESTONE and FIRESTONE marks and names, and the family of -STONE marks, have become strong, famous, and well-known in the United States.

26. In Bridgestone/Firestone North American Tire, LLC and BFS Brands, LLC v. Silverstone Berhad, 2003 TTAB LEXIS 142, 28-29 (TTAB 2003) the Trademark Trial and Appeal Board (“the Board”) held that the FIRESTONE mark and BRIDGESTONE FIRESTONE trade name are famous and that the mark SILVERSTONE for tires was likely to cause confusion with the FIRESTONE and BRIDGESTONE FIRESTONE marks and names.

27. In 2009, Bridgestone successfully opposed the registration of an application to register the mark TREADSTONE for use in connection with tires. The application was filed by Voma Tire, Inc. and the opposition number was 91187509.

28. In 2012, Bridgestone successfully opposed the registration of an application to register the mark TREADSTONE for use in connection with tires. The application was filed by Allied Wheel Components, Inc. and the opposition number was 91206280.

29. Opposers have been using the famous BRIDGESTONE and FIRESTONE marks and names in connection with their goods, services, and business since long prior to Applicant’s filing date and any priority date or first use date Applicant could assert.

Applicant and its TREADSTONE Application

30. Applicant is a corporation organized and existing under the laws of Nebraska.

31. Applicant filed its intent to use application to register the TREADSTONE mark on March 1, 2013.

32. The United States Patent and Trademark Office published Applicant’s mark on July 23, 2013.

33. Upon information and belief, on November 16, 1999 Applicant's chief executive officer – Mr. Fred Taylor – filed an application (Serial No. 75/849,629) to register the mark BLACKSTONE/OTR with the United States Patent and Trademark Office. The application was abandoned on October 23, 2000.

Count One
Likelihood of Confusion, 15 U.S.C. § 1052(d)

34. Opposers repeat and re-allege each and every allegation set forth in Paragraphs 1 through 33.

35. Applicant's TREADSTONE mark, when used in connection with the "tires" in Serial No. 85/864,365 so resembles Opposers' famous BRIDGESTONE and FIRESTONE marks and names (individually and collectively) as to be likely to cause confusion, cause mistake, or deceive pursuant to the provisions of 15 U.S.C. § 1052(d).

36. Opposers' federal and common law rights in the BRIDGESTONE and FIRESTONE marks and names long predate Applicant's filing date and any priority date or date of first use that Applicant could assert.

37. Opposers' BRIDGESTONE and FIRESTONE marks and names became famous long before Applicant's filing date and any priority date or date of first use that Applicant could assert.

Count Two
Dilution, 15 U.S.C. § 1125(c)

38. Opposers repeat and re-allege each and every allegation set forth in Paragraphs 1-37.

39. Applicant's TREADSTONE mark is likely to dilute the distinctive quality of the famous BRIDGESTONE and FIRESTONE marks and names under Section 43(c) of the Lanham Act, as amended, 15 U.S.C. § 1125(c).

40. Through extensive use and promotion, the distinctive BRIDGESTONE and FIRESTONE marks and names have become famous, as defined Section 43(c)(2) of the Lanham Act, as amended, 15 U.S.C. § 1125(c)(2).

41. The BRIDGESTONE and FIRESTONE marks and names became famous well prior to the filing date of Applicant's mark and any priority date or date of first use that Applicant could assert.

Count Three
False Suggestion of Connection, 15 U.S.C. § 1052(a)

42. Opposers repeat and re-allege each and every allegation set forth in Paragraphs 1-41.

43. Applicant's TREADSTONE mark is a close approximation of Opposers' BRIDGESTONE and FIRESTONE names and marks.

44. Opposers' BRIDGESTONE and FIRESTONE names and marks uniquely and unmistakably point to Opposers as an institution.

45. Opposers are not connected to Applicant or to the goods identified in Serial No. 85/537,736.

46. The fame and reputation of Opposers' BRIDGESTONE and FIRESTONE trade names and marks are such that when Applicant's TREADSTONE mark is used to identify Applicant's goods, a connection with Opposers would be presumed.

47. Applicant's TREADSTONE mark consists of matter that falsely suggests a connection with Opposers under Section 2(a) of the Lanham Act, as amended, 15 U.S.C. § 1052(a).

For the foregoing reasons, Opposers believe that they will be damaged by the registration of the TREADSTONE mark.

WHEREFORE, Opposers respectfully request that the Board refuse to register that mark and sustain this opposition on all grounds.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Patrick J. Jennings', is written over a horizontal line.

Patrick J. Jennings
Pillsbury Winthrop Shaw Pittman, LLP
2300 N. Street, N.W.
Washington, D.C. 20037
Phone: (202) 663-8000
Fax: (202) 663-8007

CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the foregoing "NOTICE OF OPPOSITION" was served on Steven G. Ranum of Croker, Huck, Kasher, Dewitt, Anderson & Gondering at 2120 South 72nd Street, Suite 1200, Omaha, Nebraska 68124-2366, via first class mail, postage prepaid, today August 14, 2013.

By:


Patrick J. Jennings



United States Patent and Trademark Office

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Typed Drawing

Word Mark	BRIDGESTONE
Goods and Services	IC 012. US 019 035. G & S: [BICYCLES AND STRUCTURAL PARTS THEREOF;] TIRES [INNER TUBES AND WHEELS FOR VEHICLES,]. FIRST USE: 19831201. FIRST USE IN COMMERCE: 19831201
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73508757
Filing Date	November 14, 1984
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	April 9, 1985
Registration Number	1342473
Registration Date	June 18, 1985
Owner	(REGISTRANT) BRIDGESTONE CORPORATION CORPORATION JAPAN 10-1, KYOBASHI 1-CHOME CHUO-KU, TOKYO JAPAN
Attorney of Record	RONALD E. SHAPIRO
Prior Registrations	0705874;0711233
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20051217.
Renewal	1ST RENEWAL 20051217
Live/Dead Indicator	LIVE

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TSDR	ASSIGN Status	TTAB Status
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BRIDGESTONE

Word Mark	BRIDGESTONE
Goods and Services	IC 012. US 019 021 023 031 035 044. G & S: Tires and inner tubes therefor. FIRST USE: 19831005. FIRST USE IN COMMERCE: 19831110
Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number	76325019
Filing Date	October 12, 2001
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	May 21, 2002
Registration Number	2607465
Registration Date	August 13, 2002
Owner	(REGISTRANT) BRIDGESTONE CORPORATION CORPORATION JAPAN 10-1, Kyobashi 1-chome Chuo-ku Tokyo JAPAN
Attorney of Record	GARY D. KRUGMAN
Prior Registrations	0711233;0952683;AND OTHERS
Description of Mark	Color is not claimed as a feature of the mark.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20120816.
Renewal	1ST RENEWAL 20120816

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Typed Drawing

Word Mark	BRIDGESTONE
Goods and Services	IC 012. US 019 021 023 031 035 044. G & S: TIRES [; WHEELS FOR VEHICLES; INNER TUBES, RIMS AND COVERS FOR VEHICLE WHEELS; INNER TUBES FOR VEHICLE TIRES; PARTS AND FITTINGS FOR ALL THE AFORESAID GOODS]. FIRST USE: 19280000. FIRST USE IN COMMERCE: 19561231
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	78309181
Filing Date	October 3, 2003
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	June 29, 2004
Registration Number	2886688
Registration Date	September 21, 2004
Owner	(REGISTRANT) BRIDGESTONE CORPORATION CORPORATION JAPAN 10-1, Kyobashi 1-chome, Chuo-ku, Tokyo JAPAN
Attorney of Record	Gary D. Krugman
Prior Registrations	0952683;1342473;2607465
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE

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[FIRST DOC](#) [PREV DOC](#) [NEXT DOC](#) [LAST DOC](#)[Logout](#) Please logout when you are done to release system resources allocated for you.[Start](#) List At: OR [Jump](#) to record: **Record 70 out of 89**[TSDR](#) [ASSIGN Status](#) [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)**Word Mark** FIRESTONE**Goods and Services** IC 007 012 017. US 035. G & S: Rubber Tires, Pneumatic [and Solid; Inner Tubes, Rubber-Impregnated Tire Building and Rebuilding Fabrics; Tire Accessories-Namely,] [Hook-On Boots, Lace-On Boots,] [Flaps, and Tire-Repair Air-Bags, Fabric and Rubber Repair-Patches, Tube-Patches in Sheet and Patch Form, and Reliners and Tire-Repair Gum Materials in Sheet Form-Namely, Tread-Gums, Cushion-Gums, Tube-Gums, Camel-Back-Tread Gums, and Combination-Gums]. FIRST USE: 19000000. FIRST USE IN COMMERCE: 19000000**Mark Drawing Code** (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM**Serial Number** 71130668**Filing Date** April 5, 1920**Current Basis** 1A**Original Filing Basis** 1A**Registration Number** 0140804**Registration Date** March 29, 1921**Owner** (REGISTRANT) Firestone Tire & Rubber Company, The CORPORATION OHIO MAIN STREET AND COLE AVENUE Akron OHIO

(LAST LISTED OWNER) BRIDGESTONE BRANDS, LLC LIMITED LIABILITY COMPANY DELAWARE 535 MARIOTT DRIVE NASHVILLE TENNESSEE 37214

Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Thomas R. Kingsbury
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECTION 8(10-YR) 20110322.
Renewal 5TH RENEWAL 20110322
Live/Dead Indicator LIVE

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[FIRST DOC](#) [PREV DOC](#) [NEXT DOC](#) [LAST DOC](#)[Logout](#) Please logout when you are done to release system resources allocated for you.[Start](#) List At: OR [Jump](#) to record: **Record 59 out of 89**[TSDR](#) [ASSIGN Status](#) [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)**Firestone**

Word Mark	FIRESTONE
Goods and Services	IC 042. US 101. G & S: Retail Tire and Automotive Store Services. FIRST USE: 19281224. FIRST USE IN COMMERCE: 19280000
Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number	73250427
Filing Date	February 15, 1980
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	August 25, 1981
Registration Number	1178631
Registration Date	November 17, 1981
Owner	(REGISTRANT) Firestone Tire & Rubber Company, The CORPORATION OHIO 1200 Firestone Pkwy. Akron OHIO 44317 (LAST LISTED OWNER) BRIDGESTONE BRANDS, LLC LIMITED LIABILITY COMPANY DELAWARE 535 MARIOTT DRIVE NASHVILLE TENNESSEE 37214
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. Kingsbury
Prior Registrations	0140804;0948402;AND OTHERS
Type of Mark	SERVICE MARK

Register PRINCIPAL-2(F)
Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20111119.
Renewal 2ND RENEWAL 20111119
Live/Dead Indicator LIVE

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Firestone

Word Mark	FIRESTONE
Goods and Services	IC 012. US 035. G & S: VEHICLE TIRES AND INNER TUBES THEREFOR. FIRST USE: 19711031. FIRST USE IN COMMERCE: 19711031
Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number	73555946
Filing Date	August 29, 1985
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	December 31, 1985
Registration Number	1387468
Registration Date	March 25, 1986
Owner	(REGISTRANT) FIRESTONE TIRE & RUBBER COMPANY, THE CORPORATION OHIO 1200 FIRESTONE PARKWAY AKRON OHIO 44317 (LAST LISTED OWNER) BRIDGESTONE BRANDS, LLC LIMITED LIABILITY COMPANY DELAWARE 535 MARRIOTT DRIVE NASHVILLE TENNESSEE 37214
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of	

Record John M. Vasuta
Prior Registrations 0140804;0209064;0265808;0269445;0299977;0301970;0306334;0331180;0378238;
0396796;0401421;0638242;0948402;1178631
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15, SECT 8 (6-YR), SECTION 8(10-YR) 20060220.
Renewal 1ST RENEWAL 20060220
Live/Dead Indicator LIVE

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TSDR	ASSIGN Status	TTAB Status
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Typed Drawing

Word Mark	FIRESTONE
Goods and Services	IC 012. US 019 021 023 031 035 044. G & S: VEHICLE TIRES AND INNER TUBES THEREFOR. FIRST USE: 18960131. FIRST USE IN COMMERCE: 19001231
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	76085370
Filing Date	July 7, 2000
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	April 3, 2001
Registration Number	2464005
Registration Date	June 26, 2001
Owner	(REGISTRANT) Bridgestone/Firestone Research, Inc. CORPORATION DELAWARE 1659 South Main Street Akron OHIO 44301 (LAST LISTED OWNER) BRIDGESTONE BRANDS, LLC LIMITED LIABILITY COMPANY DELAWARE 535 MARIOTT DRIVE NASHVILLE TENNESSEE 37214
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. Kingsbury
Prior Registrations	0140804;0299977;0378189;0379936;0385161;0396769;0401421;0948402;1178631;1387468;1445182;1471665;1685164;2223630;AND OTHERS
Type of Mark	TRADEMARK
Register	PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20110803.
Renewal 1ST RENEWAL 20110803
Live/Dead
Indicator LIVE

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FIRESTONE

Word Mark	FIRESTONE
Goods and Services	IC 012. US 019 021 023 031 035 044. G & S: Vehicle suspension components, namely, air springs. FIRST USE: 19361231. FIRST USE IN COMMERCE: 19361231.
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77687473
Filing Date	March 10, 2009
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	July 14, 2009
Registration Number	3688909
Registration Date	September 29, 2009
Owner	(REGISTRANT) BFS Brands, LLC LIMITED LIABILITY COMPANY DELAWARE 535 Marriott Drive Nashville TENNESSEE 37214 (LAST LISTED OWNER) BRIDGESTONE BRANDS, LLC LIMITED LIABILITY COMPANY DELAWARE 535 MARIOTT DRIVE NASHVILLE TENNESSEE 37214
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. Kingsbury
Prior Registrations	0140804;1471665;2464005;AND OTHERS

Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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FIRESTONE

Word Mark

FIRESTONE

Goods and Services

IC 012. US 019 021 023 031 035 044. G & S: suspension systems and components for vehicles consisting of air springs and control devices; pneumatic suspension springs and shock absorber units for vehicles and structural and replacement parts therefor; air helper springs for vehicles. FIRST USE: 19351015. FIRST USE IN COMMERCE: 19351015

Standard Characters Claimed

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Serial Number

77030727

Filing Date

October 27, 2006

Current Basis

1A

Original Filing Basis

1A

Published for Opposition

March 20, 2007

Registration Number

3248867

Registration Date

June 5, 2007

Owner

(REGISTRANT) BFS Brands, LLC LIMITED LIABILITY COMPANY DELAWARE 535 Marriott Drive Nashville TENNESSEE 37214

(LAST LISTED OWNER) BRIDGESTONE BRANDS, LLC LIMITED LIABILITY COMPANY DELAWARE 535
MARRIOTT DRIVE NASHVILLE TENNESSEE 37214

**Assignment
Recorded**

ASSIGNMENT RECORDED

**Attorney of
Record**

Thomas R. Kingsbury

**Prior
Registrations**

0140804;1445182;2464005;AND OTHERS

**Type of Mark
Register**

TRADEMARK

PRINCIPAL

Affidavit Text

SECT 15. SECT 8 (6-YR).

**Live/Dead
Indicator**

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Firestone

Word Mark	FIRESTONE
Goods and Services	IC 037. US 100 103 106. G & S: automotive repair and maintenance services. FIRST USE: 19290000. FIRST USE IN COMMERCE: 19290000
Mark Drawing Code	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number	78775823
Filing Date	December 19, 2005
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	September 5, 2006
Registration Number	3173847
Registration Date	November 21, 2006
Owner	(REGISTRANT) BFS Brands, LLC LIMITED LIABILITY COMPANY DELAWARE 535 Marriott Drive Nashville TENNESSEE 37214 (LAST LISTED OWNER) BRIDGESTONE BRANDS, LLC LIMITED LIABILITY COMPANY DELAWARE 535 MARIOTT DRIVE NASHVILLE TENNESSEE 37214
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Thomas R. Kingsbury; Meredith E. Hooker; Jon D. Wood
Prior Registrations	0140804;1178631;1387468;AND OTHERS

Description of Mark The color(s) red is/are claimed as a feature of the mark. The color red appears as the color of the letters in FIRESTONE.
Type of Mark SERVICE MARK
Register PRINCIPAL
Affidavit Text SECT 15. SECT 8 (6-YR).
Live/Dead Indicator LIVE

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[TSDR](#) | [ASSIGN Status](#) | [TTAB Status](#) (Use the "Back" button of the Internet Browser to return to TESS)


Word Mark	FIRESTONE COMPLETE AUTO CARE SINCE 1926
Goods and Services	IC 035. US 100 101 102. G & S: Retail tire and automobile parts and accessories store. FIRST USE: 20050630. FIRST USE IN COMMERCE: 20051031
	IC 037. US 100 103 106. G & S: Automotive services, namely, automobile repair and maintenance. FIRST USE: 20050630. FIRST USE IN COMMERCE: 20051031
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	26.11.16 - Rectangles touching or intersecting 26.11.21 - Rectangles that are completely or partially shaded 26.11.25 - Rectangles with one or more curved sides
Trademark Search Facility Classification Code	NUM-26-UP 1926 Other Numerals - 26 and Up SHAPES-COLORS-3-OR-MORE Design listing or lined for three or more colors SHAPES-MISC Miscellaneous shaped designs
Serial Number	78837908
Filing Date	March 15, 2006
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	October 24, 2006
Change In	CHANGE IN REGISTRATION HAS OCCURRED

Registration

Registration Number 3299860
Registration Date September 25, 2007
Owner (REGISTRANT) BFS Brands, LLC LIMITED LIABILITY CORPORATION DELAWARE 535 Marriott Drive Nashville
TENNESSEE 37214

(LAST LISTED OWNER) BRIDGESTONE BRANDS, LLC LIMITED LIABILITY COMPANY DELAWARE 535
MARRIOTT DRIVE NASHVILLE TENNESSEE 37214

**Assignment
Recorded**

ASSIGNMENT RECORDED

**Attorney of
Record**

Thomas R. Kingsbury

**Prior
Registrations**

0140804;0209064;1387468;AND OTHERS

Disclaimer

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "AUTO CARE" and "SINCE 1926" APART FROM
THE MARK AS SHOWN

**Description of
Mark**

The color(s) red, blue and white is/are claimed as a feature of the mark. The mark consists of the color red
appears as the background of the wording FIRESTONE COMPLETE AUTO CARE, which is all in white, and the
color blue appears underneath the red portion, as the background of the wording "since 1926," which is in white;
the word FIRESTONE is stylized.

Type of Mark

SERVICE MARK

Register

PRINCIPAL

Affidavit Text

SECT 15. SECT 8 (6-YR).

**Live/Dead
Indicator**

LIVE

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Word Mark FIRESTONE COMPLETE AUTO CARE

Goods and Services IC 035. US 100 101 102. G & S: Retail tire and automobile parts and accessories store. FIRST USE: 20050630. FIRST USE IN COMMERCE: 20051031

IC 037. US 100 103 106. G & S: Automotive services, namely, automobile repair and maintenance. FIRST USE: 20050630. FIRST USE IN COMMERCE: 20051031

Standard Characters Claimed

Mark Drawing Code (4) STANDARD CHARACTER MARK

Serial Number 78837964

Filing Date March 15, 2006

Current Basis 1A

Original Filing Basis 1B

Published for Opposition September 5, 2006

Registration Number 3299861

Registration Date September 25, 2007

Owner (REGISTRANT) BFS Brands, LLC LIMITED LIABILITY CORPORATION DELAWARE 535 Marriott Drive Nashville TENNESSEE 37214

(LAST LISTED OWNER) BRIDGESTONE BRANDS, LLC LIMITED LIABILITY COMPANY DELAWARE 535 MARRIOTT DRIVE NASHVILLE TENNESSEE 37214

Assignment Recorded ASSIGNMENT RECORDED**Attorney of Record** Thomas R. Kingsbury**Prior Registrations** 0140804;0209064;1387468;AND OTHERS**Disclaimer** NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "AUTO CARE" APART FROM THE MARK AS SHOWN**Type of Mark** SERVICE MARK**Register** PRINCIPAL**Affidavit Text** SECT 15. SECT 8 (6-YR).**Live/Dead Indicator** LIVE

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FIRESTONE

Word Mark**FIRESTONE****Goods and Services**

IC 007. US 013 019 021 023 031 034 035. G & S: pneumatic actuators for use as a motion control device in manufacturing, material handling, assembly, forestry, paper, hydraulics and pneumatics, and related industries; vibration absorbing suspensions and vibration isolators for machinery and parts therefor. FIRST USE: 19690925. FIRST USE IN COMMERCE: 19690925

Standard Characters Claimed**Mark Drawing Code**

(4) STANDARD CHARACTER MARK

Serial Number

77030723

Filing Date

October 27, 2006

Current Basis

1A

Original Filing Basis

1A

Published for Opposition

February 27, 2007

Registration Number

3241202

Registration Date

May 15, 2007

Owner

(REGISTRANT) BFS Brands, LLC LIMITED LIABILITY COMPANY DELAWARE 535 Marriott Drive Nashville TENNESSEE 37214

(LAST LISTED OWNER) BRIDGESTONE BRANDS, LLC LIMITED LIABILITY COMPANY DELAWARE 535
MARRIOTT DRIVE NASHVILLE TENNESSEE 37214

**Assignment
Recorded** ASSIGNMENT RECORDED

**Attorney of
Record** Thomas R. Kingsbury

**Prior
Registrations** 0140804;1445182;2464005;AND OTHERS

Type of Mark TRADEMARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR).

**Live/Dead
Indicator** LIVE

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Trademark Assignment Abstract of Title

Total Assignments: 7Serial #: 71130668

Filing Dt: 04/05/1920

Reg #: 140804

Reg. Dt: 03/29/1921

Registrant: Firestone Tire & Rubber Company, The

Mark: FIRESTONE

Assignment: 1Reel/Frame: 0668/0219

Recorded: 08/31/1989

Pages: 0

Conveyance: CHANGE OF NAME 19890801

Assignor: FIRESTONE TIRE & RUBBER COMPANY

Exec Dt: 07/31/1989

Entity Type: CORPORATION

Citizenship: OHIO

Entity Type: CORPORATION

Citizenship: OHIO

Assignee: BRIDGESTONE/FIRESTONE, INC.

Correspondent: D.A. THOMAS

C/O THE FIRESTONE TIRE & RUBBER COMPANY

1200 FIRESTONE PARKWAY

AKRON, OH 44317

Assignment: 2Reel/Frame: 1772/0758

Recorded: 08/04/1998

Pages: 15

Conveyance: ASSIGNS THE ENTIRE INTEREST

Assignor: BRIDGESTONE/FIRESTONE, INC.

Exec Dt: 06/01/1998

Entity Type: CORPORATION

Citizenship: OHIO

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: BRIDGESTONE/FIRESTONE RESEARCH, INC.

1659 SOUTH MAIN STREET

AKRON, OHIO 44301

Correspondent: BRIDGESTONE/FIRESTONE, INC.

D. A. THOMAS

1200 FIRESTONE PARKWAY

AKRON, OHIO 44317-0001

Assignment: 3Reel/Frame: 2401/0692

Recorded: 12/11/2001

Pages: 17

Conveyance: ACKNOWLEDGEMENT OF CONVERSION

Assignor: BRIDGESTONE/FIRESTONE RESEARCH, INC.

Exec Dt: 11/28/2001

Entity Type: CORPORATION

Citizenship: NONE

Entity Type: LIMITED LIABILITY COMPANY - STATE

Citizenship: NONE

Assignee: BRIDGESTONE/FIRESTONE RESEARCH, LLC

1659 SOUTH MAIN STREET

AKRON, OHIO 44301

Correspondent: BRIDGESTONE/FIRESTONE AMERICAS

HOLDING, INC.

JOHN H. HORNICKEL

1200 FIRESTONE PARKWAY

AKRON, OH 44317-0001

Assignment: 4

Reel/Frame: 2405/0314**Recorded:** 12/13/2001**Pages:** 14**Conveyance:** ASSIGNS THE ENTIRE INTEREST**Assignor:** BRIDGESTONE/FIRESTONE RESEARCH, LLC**Exec Dt:** 11/30/2001**Entity Type:** LIMITED LIABILITY COMPANY - STATE**Citizenship:** NONE**Entity Type:** LIMITED LIABILITY COMPANY - STATE**Citizenship:** NONE**Assignee:** BRIDGESTONE/FIRESTONE NORTH AMERICAN TIRE, LLC50 CENTURY BOULEVARD
NASHVILLE, TENNESSEE 37214**Correspondent:** BRIDGESTONE/FIRESTONE AMERICAS
HOLDING, INC. - JOHN H. HORNICKEL
1200 FIRESTONE PARKWAY
AKRON, OH 44317-0001**Assignment: 5****Reel/Frame:** 2407/0040**Recorded:** 12/17/2001**Pages:** 10**Conveyance:** MERGER**Assignor:** BRIDGESTONE/FIRESTONE NORTH AMERICAN TIRE, LLC**Exec Dt:** 11/30/2001**Entity Type:** LIMITED LIABILITY COMPANY**Citizenship:** NONE**Entity Type:** LIMITED LIABILITY COMPANY**Citizenship:** NONE**Assignee:** BFS BRANDS, LLC50 CENTURY BOULEVARD
NASHVILLE, TENNESSEE 37214**Correspondent:** BRIDGESTONE/FIRESTONE AMERICAS
HOLDING, INC.
JOHN H. HORNICKEL
1200 FIRESTONE PARKWAY
AKRON, OH 44317-0001**Assignment: 6****Reel/Frame:** 2558/0047**Recorded:** 07/17/2002**Pages:** 12**Conveyance:** RE-RECORD TO CORRECT THE NATURE OF CONVEYANCE TO READ "ASSIGNMENT", PREVIOUSLY RECORDED ON REEL 002407 FRAME 0040.**Assignor:** BRIDGESTONE/FIRESTONE NORTH AMERICAN TIRE, LLC**Exec Dt:** 11/30/2001**Entity Type:** LIMITED LIABILITY COMPANY**Citizenship:** DELAWARE**Entity Type:** LIMITED LIABILITY COMPANY**Citizenship:** DELAWARE**Assignee:** BFS BRANDS, LLC50 CENTURY BOULEVARD
NASHVILLE, TENNESSEE 37214**Correspondent:** BRIDGESTONE/FIRESTONE AMERICA HOLDING
INC. - MEREDITH E. PALMER
1200 FIRESTONE PARKWAY
AKRON, OHIO 44317-0001**Assignment: 7****Reel/Frame:** 4164/0492**Recorded:** 03/10/2010**Pages:** 5**Conveyance:** CHANGE OF NAME**Assignor:** BFS BRANDS, LLC**Exec Dt:** 12/18/2008**Entity Type:** LIMITED LIABILITY COMPANY**Citizenship:** DELAWARE**Entity Type:** LIMITED LIABILITY COMPANY**Citizenship:** DELAWARE**Assignee:** BRIDGESTONE BRANDS, LLC535 MARRIOTT DRIVE
NASHVILLE, TENNESSEE 37214**Correspondent:** THOMAS R. KINGSBURY
1200 FIRESTONE PARKWAY
AKRON, OH 44317

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Trademark Assignment Abstract of Title

Total Assignments: 7

Serial #: 73250427

Filing Dt: 02/15/1980

Reg #: 1178631

Reg. Dt: 11/17/1981

Registrant: Firestone Tire & Rubber Company, The

Mark: FIRESTONE

Assignment: 1

Reel/Frame: 0668/0219

Recorded: 08/31/1989

Pages: 0

Conveyance: CHANGE OF NAME 19890801

Assignor: FIRESTONE TIRE & RUBBER COMPANY

Exec Dt: 07/31/1989

Entity Type: CORPORATION

Citizenship: OHIO

Entity Type: CORPORATION

Citizenship: OHIO

Assignee: BRIDGESTONE/FIRESTONE, INC.

Correspondent: D.A. THOMAS

C/O THE FIRESTONE TIRE & RUBBER COMPANY

1200 FIRESTONE PARKWAY

AKRON, OH 44317

Assignment: 2

Reel/Frame: 1772/0758

Recorded: 08/04/1998

Pages: 15

Conveyance: ASSIGNS THE ENTIRE INTEREST

Assignor: BRIDGESTONE/FIRESTONE, INC.

Exec Dt: 06/01/1998

Entity Type: CORPORATION

Citizenship: OHIO

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee: BRIDGESTONE/FIRESTONE RESEARCH, INC.

1659 SOUTH MAIN STREET

AKRON, OHIO 44301

Correspondent: BRIDGESTONE/FIRESTONE, INC.

D. A. THOMAS

1200 FIRESTONE PARKWAY

AKRON, OHIO 44317-0001

Assignment: 3

Reel/Frame: 2401/0692

Recorded: 12/11/2001

Pages: 17

Conveyance: ACKNOWLEDGEMENT OF CONVERSION

Assignor: BRIDGESTONE/FIRESTONE RESEARCH, INC.

Exec Dt: 11/28/2001

Entity Type: CORPORATION

Citizenship: NONE

Entity Type: LIMITED LIABILITY COMPANY - STATE

Citizenship: NONE

Assignee: BRIDGESTONE/FIRESTONE RESEARCH, LLC

1659 SOUTH MAIN STREET

AKRON, OHIO 44301

Correspondent: BRIDGESTONE/FIRESTONE AMERICAS

HOLDING, INC.

JOHN H. HORNICKEL

1200 FIRESTONE PARKWAY

AKRON, OH 44317-0001

Assignment: 4

Reel/Frame: 2405/0314**Recorded:** 12/13/2001**Pages:** 14**Conveyance:** ASSIGNS THE ENTIRE INTEREST**Assignor:** BRIDGESTONE/FIRESTONE RESEARCH, LLC**Exec Dt:** 11/30/2001**Entity Type:** LIMITED LIABILITY COMPANY -
STATE**Citizenship:** NONE**Entity Type:** LIMITED LIABILITY COMPANY -
STATE**Citizenship:** NONE**Assignee:** BRIDGESTONE/FIRESTONE NORTH AMERICAN TIRE, LLC
50 CENTURY BOULEVARD
NASHVILLE, TENNESSEE 37214**Correspondent:** BRIDGESTONE/FIRESTONE AMERICAS
HOLDING, INC. - JOHN H. HORNICKEL
1200 FIRESTONE PARKWAY
AKRON, OH 44317-0001**Assignment: 5****Reel/Frame:** 2407/0040**Recorded:** 12/17/2001**Pages:** 10**Conveyance:** MERGER**Assignor:** BRIDGESTONE/FIRESTONE NORTH AMERICAN TIRE, LLC**Exec Dt:** 11/30/2001**Entity Type:** LIMITED LIABILITY COMPANY**Citizenship:** NONE**Entity Type:** LIMITED LIABILITY COMPANY**Citizenship:** NONE**Assignee:** BFS BRANDS, LLC
50 CENTURY BOULEVARD
NASHVILLE, TENNESSEE 37214**Correspondent:** BRIDGESTONE/FIRESTONE AMERICAS
HOLDING, INC.
JOHN H. HORNICKEL
1200 FIRESTONE PARKWAY
AKRON, OH 44317-0001**Assignment: 6****Reel/Frame:** 2558/0047**Recorded:** 07/17/2002**Pages:** 12**Conveyance:** RE-RECORD TO CORRECT THE NATURE OF CONVEYANCE TO READ "ASSIGNMENT", PREVIOUSLY RECORDED ON REEL 002407
FRAME 0040.**Assignor:** BRIDGESTONE/FIRESTONE NORTH AMERICAN TIRE, LLC**Exec Dt:** 11/30/2001**Entity Type:** LIMITED LIABILITY COMPANY**Citizenship:** DELAWARE**Entity Type:** LIMITED LIABILITY COMPANY**Citizenship:** DELAWARE**Assignee:** BFS BRANDS, LLC
50 CENTURY BOULEVARD
NASHVILLE, TENNESSEE 37214**Correspondent:** BRIDGESTONE/FIRESTONE AMERICA HOLDING
INC. - MEREDITH E. PALMER
1200 FIRESTONE PARKWAY
AKRON, OHIO 44317-0001**Assignment: 7****Reel/Frame:** 4164/0492**Recorded:** 03/10/2010**Pages:** 5**Conveyance:** CHANGE OF NAME**Assignor:** BFS BRANDS, LLC**Exec Dt:** 12/18/2008**Entity Type:** LIMITED LIABILITY COMPANY**Citizenship:** DELAWARE**Entity Type:** LIMITED LIABILITY COMPANY**Citizenship:** DELAWARE**Assignee:** BRIDGESTONE BRANDS, LLC
535 MARRIOTT DRIVE
NASHVILLE, TENNESSEE 37214**Correspondent:** THOMAS R. KINGSBURY
1200 FIRESTONE PARKWAY
AKRON, OH 44317

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Trademark Assignment Abstract of Title

Total Assignments: 7

Serial #: 73555946

Filing Dt: 08/29/1985

Reg #: 1387468

Reg. Dt: 03/25/1986

Registrant: FIRESTONE TIRE & RUBBER COMPANY, THE

Mark: FIRESTONE

Assignment: 1

Reel/Frame: 0668/0219

Recorded: 08/31/1989

Pages: 0

Conveyance: CHANGE OF NAME 19890801

Assignor: FIRESTONE TIRE & RUBBER COMPANYAssignee: BRIDGESTONE/FIRESTONE, INC.

Exec Dt: 07/31/1989

Entity Type: CORPORATION

Citizenship: OHIO

Entity Type: CORPORATION

Citizenship: OHIO

Correspondent: D.A. THOMAS

C/O THE FIRESTONE TIRE & RUBBER COMPANY

1200 FIRESTONE PARKWAY

AKRON, OH 44317

Assignment: 2

Reel/Frame: 1772/0758

Recorded: 08/04/1998

Pages: 15

Conveyance: ASSIGNS THE ENTIRE INTEREST

Assignor: BRIDGESTONE/FIRESTONE, INC.Assignee: BRIDGESTONE/FIRESTONE RESEARCH, INC.

1659 SOUTH MAIN STREET

AKRON, OHIO 44301

Correspondent: BRIDGESTONE/FIRESTONE, INC.

D. A. THOMAS

1200 FIRESTONE PARKWAY

AKRON, OHIO 44317-0001

Exec Dt: 06/01/1998

Entity Type: CORPORATION

Citizenship: OHIO

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignment: 3

Reel/Frame: 2401/0692

Recorded: 12/11/2001

Pages: 17

Conveyance: ACKNOWLEDGEMENT OF CONVERSION

Assignor: BRIDGESTONE/FIRESTONE RESEARCH, INC.Assignee: BRIDGESTONE/FIRESTONE RESEARCH, LLC

1659 SOUTH MAIN STREET

AKRON, OHIO 44301

Correspondent: BRIDGESTONE/FIRESTONE AMERICAS

HOLDING, INC.

JOHN H. HORNICKEL

1200 FIRESTONE PARKWAY

AKRON, OH 44317-0001

Exec Dt: 11/28/2001

Entity Type: CORPORATION

Citizenship: NONE

Entity Type: LIMITED LIABILITY COMPANY -
STATE

Citizenship: NONE

Assignment: 4

Reel/Frame: 2405/0314**Recorded:** 12/13/2001**Pages:** 14**Conveyance:** ASSIGNS THE ENTIRE INTEREST**Assignor:** BRIDGESTONE/FIRESTONE RESEARCH, LLC**Exec Dt:** 11/30/2001**Entity Type:** LIMITED LIABILITY COMPANY - STATE**Citizenship:** NONE**Entity Type:** LIMITED LIABILITY COMPANY - STATE**Citizenship:** NONE**Assignee:** BRIDGESTONE/FIRESTONE NORTH AMERICAN TIRE, LLC50 CENTURY BOULEVARD
NASHVILLE, TENNESSEE 37214**Correspondent:** BRIDGESTONE/FIRESTONE AMERICAS
HOLDING, INC. - JOHN H. HORNICKEL
1200 FIRESTONE PARKWAY
AKRON, OH 44317-0001**Assignment: 5****Reel/Frame:** 2407/0040**Recorded:** 12/17/2001**Pages:** 10**Conveyance:** MERGER**Assignor:** BRIDGESTONE/FIRESTONE NORTH AMERICAN TIRE, LLC**Exec Dt:** 11/30/2001**Entity Type:** LIMITED LIABILITY COMPANY**Citizenship:** NONE**Entity Type:** LIMITED LIABILITY COMPANY**Citizenship:** NONE**Assignee:** BFS BRANDS, LLC50 CENTURY BOULEVARD
NASHVILLE, TENNESSEE 37214**Correspondent:** BRIDGESTONE/FIRESTONE AMERICAS
HOLDING, INC.
JOHN H. HORNICKEL
1200 FIRESTONE PARKWAY
AKRON, OH 44317-0001**Assignment: 6****Reel/Frame:** 2558/0047**Recorded:** 07/17/2002**Pages:** 12**Conveyance:** RE-RECORD TO CORRECT THE NATURE OF CONVEYANCE TO READ "ASSIGNMENT", PREVIOUSLY RECORDED ON REEL 002407 FRAME 0040.**Assignor:** BRIDGESTONE/FIRESTONE NORTH AMERICAN TIRE, LLC**Exec Dt:** 11/30/2001**Entity Type:** LIMITED LIABILITY COMPANY**Citizenship:** DELAWARE**Entity Type:** LIMITED LIABILITY COMPANY**Citizenship:** DELAWARE**Assignee:** BFS BRANDS, LLC50 CENTURY BOULEVARD
NASHVILLE, TENNESSEE 37214**Correspondent:** BRIDGESTONE/FIRESTONE AMERICA HOLDING
INC. - MEREDITH E. PALMER
1200 FIRESTONE PARKWAY
AKRON, OHIO 44317-0001**Assignment: 7****Reel/Frame:** 4164/0492**Recorded:** 03/10/2010**Pages:** 5**Conveyance:** CHANGE OF NAME**Assignor:** BFS BRANDS, LLC**Exec Dt:** 12/18/2008**Entity Type:** LIMITED LIABILITY COMPANY**Citizenship:** DELAWARE**Entity Type:** LIMITED LIABILITY COMPANY**Citizenship:** DELAWARE**Assignee:** BRIDGESTONE BRANDS, LLC535 MARRIOTT DRIVE
NASHVILLE, TENNESSEE 37214**Correspondent:** THOMAS R. KINGSBURY
1200 FIRESTONE PARKWAY
AKRON, OH 44317

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Trademark Assignment Abstract of Title

Total Assignments: 5

Serial #: 76085370

Filing Dt: 07/07/2000

Reg #: 2464005

Reg. Dt: 06/26/2001

Registrant: Bridgestone/Firestone Research, Inc.

Mark: FIRESTONE

Assignment: 1

Reel/Frame: 2401/0692

Recorded: 12/11/2001

Pages: 17

Conveyance: ACKNOWLEDGEMENT OF CONVERSION

Assignor: BRIDGESTONE/FIRESTONE RESEARCH, INC.

Exec Dt: 11/28/2001

Entity Type: CORPORATION

Citizenship: NONE

Entity Type: LIMITED LIABILITY COMPANY -
STATE

Citizenship: NONE

Assignee: BRIDGESTONE/FIRESTONE RESEARCH, LLC1659 SOUTH MAIN STREET
AKRON, OHIO 44301Correspondent: BRIDGESTONE/FIRESTONE AMERICAS
HOLDING, INC.JOHN H. HORNICKEL
1200 FIRESTONE PARKWAY
AKRON, OH 44317-0001

Assignment: 2

Reel/Frame: 2405/0314

Recorded: 12/13/2001

Pages: 14

Conveyance: ASSIGNS THE ENTIRE INTEREST

Assignor: BRIDGESTONE/FIRESTONE RESEARCH, LLC

Exec Dt: 11/30/2001

Entity Type: LIMITED LIABILITY COMPANY -
STATE

Citizenship: NONE

Entity Type: LIMITED LIABILITY COMPANY -
STATE

Citizenship: NONE

Assignee: BRIDGESTONE/FIRESTONE NORTH AMERICAN TIRE, LLC50 CENTURY BOULEVARD
NASHVILLE, TENNESSEE 37214Correspondent: BRIDGESTONE/FIRESTONE AMERICAS
HOLDING, INC. - JOHN H. HORNICKEL1200 FIRESTONE PARKWAY
AKRON, OH 44317-0001

Assignment: 3

Reel/Frame: 2407/0040

Recorded: 12/17/2001

Pages: 10

Conveyance: MERGER

Assignor: BRIDGESTONE/FIRESTONE NORTH AMERICAN TIRE, LLC

Exec Dt: 11/30/2001

Entity Type: LIMITED LIABILITY COMPANY

Citizenship: NONE

Entity Type: LIMITED LIABILITY COMPANY

Citizenship: NONE

Assignee: BFS BRANDS, LLC50 CENTURY BOULEVARD
NASHVILLE, TENNESSEE 37214Correspondent: BRIDGESTONE/FIRESTONE AMERICAS
HOLDING, INC.JOHN H. HORNICKEL
1200 FIRESTONE PARKWAY

AKRON, OH 44317-0001

Assignment: 4**Reel/Frame:** 2558/0047**Recorded:** 07/17/2002**Pages:** 12**Conveyance:** RE-RECORD TO CORRECT THE NATURE OF CONVEYANCE TO READ "ASSIGNMENT", PREVIOUSLY RECORDED ON REEL 002407 FRAME 0040.**Assignor:** BRIDGESTONE/FIRESTONE NORTH AMERICAN TIRE, LLC**Exec Dt:** 11/30/2001**Entity Type:** LIMITED LIABILITY COMPANY**Citizenship:** DELAWARE**Entity Type:** LIMITED LIABILITY COMPANY**Citizenship:** DELAWARE**Assignee:** BFS BRANDS, LLC50 CENTURY BOULEVARD
NASHVILLE, TENNESSEE 37214**Correspondent:** BRIDGESTONE/FIRESTONE AMERICA HOLDING
INC. - MEREDITH E. PALMER
1200 FIRESTONE PARKWAY
AKRON, OHIO 44317-0001**Assignment: 5****Reel/Frame:** 4164/0492**Recorded:** 03/10/2010**Pages:** 5**Conveyance:** CHANGE OF NAME**Assignor:** BFS BRANDS, LLC**Exec Dt:** 12/18/2008**Entity Type:** LIMITED LIABILITY COMPANY**Citizenship:** DELAWARE**Entity Type:** LIMITED LIABILITY COMPANY**Citizenship:** DELAWARE**Assignee:** BRIDGESTONE BRANDS, LLC535 MARRIOTT DRIVE
NASHVILLE, TENNESSEE 37214**Correspondent:** THOMAS R. KINGSBURY
1200 FIRESTONE PARKWAY
AKRON, OH 44317

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Trademark Assignment Abstract of Title

Total Assignments: 1

Serial #: [77687473](#)

Filing Dt: 03/10/2009

Reg #: [3688909](#)

Reg. Dt: 09/29/2009

Registrant: BFS Brands, LLC

Mark: FIRESTONE

Assignment: 1

Reel/Frame: [4164/0492](#)

Recorded: 03/10/2010

Pages: 5

Conveyance: CHANGE OF NAME

Assignor: [BFS BRANDS, LLC](#)

Exec Dt: 12/18/2008

Entity Type: LIMITED LIABILITY COMPANY

Citizenship: DELAWARE

Entity Type: LIMITED LIABILITY COMPANY

Citizenship: DELAWARE

Assignee: [BRIDGESTONE BRANDS, LLC](#)535 MARRIOTT DRIVE
NASHVILLE, TENNESSEE 37214Correspondent: THOMAS R. KINGSBURY
1200 FIRESTONE PARKWAY
AKRON, OH 44317

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Trademark Assignment Abstract of Title

Total Assignments: 1

Serial #: [77030727](#)

Filing Dt: 10/27/2006

Reg #: [3248867](#)

Reg. Dt: 06/05/2007

Registrant: BFS Brands, LLC

Mark: FIRESTONE

Assignment: 1

Reel/Frame: [4164/0492](#)

Recorded: 03/10/2010

Pages: 5

Conveyance: CHANGE OF NAME

Assignor: [BFS BRANDS, LLC](#)

Exec Dt: 12/18/2008

Entity Type: LIMITED LIABILITY COMPANY

Citizenship: DELAWARE

Entity Type: LIMITED LIABILITY COMPANY

Citizenship: DELAWARE

Assignee: [BRIDGESTONE BRANDS, LLC](#)
535 MARRIOTT DRIVE
NASHVILLE, TENNESSEE 37214Correspondent: THOMAS R. KINGSBURY
1200 FIRESTONE PARKWAY
AKRON, OH 44317


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535 MARRIOTT DRIVE
NASHVILLE, TENNESSEE 37214**Correspondent:** THOMAS R. KINGSBURY
1200 FIRESTONE PARKWAY
AKRON, OH 44317

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Trademark Assignment Abstract of Title

Total Assignments: 1

Serial #: [78837908](#)

Filing Dt: 03/15/2006

Reg #: [3299860](#)

Reg. Dt: 09/25/2007

Registrant: BFS Brands, LLC

Mark: FIRESTONE COMPLETE AUTO CARE SINCE 1926

Assignment: 1

Reel/Frame: [4164/0492](#)

Recorded: 03/10/2010

Pages: 5

Conveyance: CHANGE OF NAME

Assignor: [BFS BRANDS, LLC](#)

Exec Dt: 12/18/2008

Entity Type: LIMITED LIABILITY COMPANY

Citizenship: DELAWARE

Entity Type: LIMITED LIABILITY COMPANY

Citizenship: DELAWARE

Assignee: [BRIDGESTONE BRANDS, LLC](#)

535 MARIOTT DRIVE

NASHVILLE, TENNESSEE 37214

Correspondent: THOMAS R. KINGSBURY
1200 FIRESTONE PARKWAY
AKRON, OH 44317

Search Results as of: 08/13/2013 04:47 PM

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Trademark Assignment Abstract of Title

Total Assignments: 1

Serial #: [78837964](#)

Filing Dt: 03/15/2006

Reg #: [3299861](#)

Reg. Dt: 09/25/2007

Registrant: BFS Brands, LLC

Mark: FIRESTONE COMPLETE AUTO CARE

Assignment: 1

Reel/Frame: [4164/0492](#)

Recorded: 03/10/2010

Pages: 5

Conveyance: CHANGE OF NAME

Assignor: [BFS BRANDS, LLC](#)

Exec Dt: 12/18/2008

Entity Type: LIMITED LIABILITY COMPANY

Citizenship: DELAWARE

Entity Type: LIMITED LIABILITY COMPANY

Citizenship: DELAWARE

Assignee: [BRIDGESTONE BRANDS, LLC](#)

535 MARRIOTT DRIVE

NASHVILLE, TENNESSEE 37214

Correspondent: THOMAS R. KINGSBURY
1200 FIRESTONE PARKWAY
AKRON, OH 44317

Search Results as of: 08/13/2013 04:47 PM

If you have any comments or questions concerning the data displayed, contact PRD / Assignments at 571-272-3350. v.2.3.4

Web interface last modified: Jul 8, 2013 v.2.3.4

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Trademark Assignment Abstract of Title

Total Assignments: 1

Serial #: [77030723](#)

Filing Dt: 10/27/2006

Reg #: [3241202](#)

Reg. Dt: 05/15/2007

Registrant: BFS Brands, LLC

Mark: FIRESTONE

Assignment: 1

Reel/Frame: [4164/0492](#)

Recorded: 03/10/2010

Pages: 5

Conveyance: CHANGE OF NAME

Assignor: [BFS BRANDS, LLC](#)

Exec Dt: 12/18/2008

Entity Type: LIMITED LIABILITY COMPANY

Citizenship: DELAWARE

Entity Type: LIMITED LIABILITY COMPANY

Citizenship: DELAWARE

Assignee: [BRIDGESTONE BRANDS, LLC](#)
535 MARRIOTT DRIVE
NASHVILLE, TENNESSEE 37214Correspondent: THOMAS R. KINGSBURY
1200 FIRESTONE PARKWAY
AKRON, OH 44317

Search Results as of: 08/13/2013 04:48 PM

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EXHIBIT A -- REGISTRATIONS

Mark	Reg. No:	Reg. Date	Goods
721	1,130,324	2/5/1980	Tires.
5° NR (and design)	2,138,630	2/24/1998	Vehicle tires.
A BEAR FOR WEAR (and design)	155,426	5/30/1922	Rubber vehicle tires and rubber tire treads.
AEROFIRE	1,335,395	5/14/1985	Tires.
AFFINITY	1,935,939	11/14/1995	Tires.
AFFINITY HP	2,351,976	5/23/2000	Vehicle tires.
ALL TRACTION	607,042	6/7/1955	Tires.
AMBASSADOR	2,057,707	4/29/1997	Tires.
ASR	1,262,926	1/3/1984	Tires.
B-GRIP SILICA (and design)	2,138,634	2/24/1998	Vehicle tires.
BLUE RIBBON (Stylized)	393,309	2/3/1942	Tires.
CAVALLINO	859,309	10/29/1968	Tires.
CO-CS	2,130,456	1/20/1998	Vehicle tires.
COMMUTER	642,951	3/19/1957	Tires.
CONCEPT	1,103,024	9/26/1978	Tires.
COURIER	234,670	11/1/1927	Tires.
DAYTON (Stylized)	575,424	6/9/1953	Tires.
DAYTONA	740,642	11/13/1962	Tires.
DAYTONA SUPER STAG	1,244,369	7/5/1983	Tires.
DEEP SKID	663,474	6/24/1958	Tires.
DELUXE CHAMPION	725,988	1/2/1962	Tires.
DISTINCTION	2,206,685	12/1/1998	Vehicle tires.
DLC-100	824,897	2/28/1967	Tires.
DUPLEX	720,682	8/29/1961	Tires.
F-560	1,415,779	11/4/1986	Tires.
F-570	2,128,970	1/13/1998	Vehicle tires.
FALCON	1,115,237	3/20/1979	Tires.
FD663	2,232,916	3/16/1999	Vehicle tires.
FIREHAWK	1,471,366	1/5/1988	Tires.
FIREHAWK (and design)	1,475,837	2/9/1988	Tires.

EXHIBIT A -- REGISTRATIONS

Mark	Reg. No:	Reg. Date	Goods
FIREHAWK (and design)	2,368,866	7/18/2000	
FIREHAWK FTX	1,629,063	12/25/1990	Tires.
FIREHAWK GTX	1,478,589	3/1/1988	Tires.
FIREHAWK LH	2,176,680	7/28/1998	Vehicle tires.
FIREHAWK PV40	2,173,839	7/14/1998	Vehicle tires.
FIREHAWK PV41	2,274,940	8/31/1999	Vehicle tires.
FIREHAWK RMT	1,875,903	1/24/1995	Tires.
FIREHAWK SH30	2,181,398	8/11/1998	Vehicle tires.
FIREHAWK SS	1,473,045	1/19/1988	Tires.
FIREHAWK SS10	2,218,594	1/19/1999	Vehicle tires.
FIREHAWK SS20	2,396,328	10/17/2000	Vehicle tires.
FIREHAWK SVX	1,626,958	12/11/1990	Tires.
FIREHAWK SZ50	2,131,198	1/20/1998	Vehicle tires.
FIREHAWK SZ50 EP	2,418,297	1/2/2001	Vehicle tires.
FIRESTONE	2,223,630	2/16/1999	Providing, by means of an on-line computer network, information in the field of roofing and other building products.
FIRESTONE	948,402	12/12/1972	Raw or partly prepared plastic resins in the form of powders, granules, pellets, or chips, for further use in the industrial arts.
FIRESTONE	1,471,665	1/5/1988	Roofing services.
FIRESTONE CHAMPION (Stylized)	379,936	7/30/1940	Tire repair materials.
FIRESTONE (BLOCK LETTERS)	2,464,005	6/26/2001	VEHICLE TIRES
FIRESTONE (Stylized)	140,804	3/29/1921	Tires.
FIRESTONE (Stylized)	209,064	2/16/1926	Vehicle wheels and rims.
FIRESTONE (Stylized)	265,808	1/7/1930	Storage batteries.
FIRESTONE (Stylized)	299,977	1/3/1933	Terminals and connectors, electrical cables, and storage battery parts, consisting of positive and negative plates, battery cases, connecting bars, terminal posts, and battery handles.
FIRESTONE (Stylized)	378,238	6/4/1940	Bicycles.
FIRESTONE (Stylized)	396,796	8/4/1942	Caps, coveralls, for service station attendants and jackets for general use.

EXHIBIT A -- REGISTRATIONS			
Mark	Reg. No.	Reg. Date	Goods
FIRESTONE (Stylized)	401,421	5/18/1943	Fountain pens, mechanical pencils, and wooden lead pencils.
FIRESTONE (Stylized)	1,178,631	11/17/1981	Retail tire and automotive store services.
FIRESTONE (Stylized)	1,387,468	3/25/1986	Tires and inner tubes.
FIRESTONE (Stylized)	1,445,182	6/30/1987	Roofing membrane system consisting of rubber membrane, sealer and adhesive sold as a unit; and rubber roofing membrane sold separately.
FIRESTONE FRIGITONE (Stylized)	376,814	4/9/1940	Anti-freeze composition for automobile radiators.
FIRESTONE SUPREME (and design)	265,807	1/7/1930	Storage batteries
FIRESTONE TRANSPORT (Stylized)	378,189	5/28/1940	Tires.
FIRETRAX	2,221,673	2/2/1999	Rubber tracks for agricultural tractors and equipment.
FLAT FIGHTER	1,144,612	12/30/1980	Puncture sealant for pneumatic tires.
FORCE 4	1,366,561	10/22/1985	Vehicle tires.
FOUR SEASONS	848,657	5/7/1968	Tires.
FR22	1,517,139	12/20/1988	Tires.
FR360	2,135,712	2/10/1998	Vehicle tires.
FR410	2,092,253	8/26/1997	Tires.
FR440	2,152,343	4/21/1998	Vehicle tires.
FR480	1,421,829	12/23/1986	Tires.
FR680	1,715,499	9/15/1992	Tires.
FR721	1,445,053	6/30/1987	Tires.
FS507	2,226,761	2/23/1999	Vehicle tires.
FS567	2,298,778	12/7/1999	Vehicle tires.
FS590 PLUS	2,265,442	7/27/1999	VEHICLE TIRES
FT455	2,223,255	2/9/1999	Vehicle tires.
FT70C	2,162,645	6/2/1998	Vehicle tires.
FUN TUBE	1,224,406	1/18/1983	Recreational rubber tubes.
GILLETTE (Stylized)	574,767	5/19/1953	Pneumatic tires and inner tubes.
GILLETTE EXECUTIVE	715,449	5/16/1961	Pneumatic tires.
GILLETTE KODIAK	1,101,406	9/5/1978	Vehicle tires.
GOLDEN BEAR	910,429	3/23/1971	Tires

EXHIBIT A -- REGISTRATIONS

Mark	Reg. No:	Reg. Date	Goods
GRANDE	1,199,487	6/29/1982	Tires.
GRENADIER	1,415,778	11/4/1986	Tires.
GROUND GRIP	364,908	2/21/1939	Tires.
GUIDE GRIP	635,204	10/2/1956	Tires.
GUM-DIPPED (Stylized)	236,060	11/29/1927	Tires.
HORSEHEAD (design)	649,326	7/30/1957	Tires.
HP 2000	1,363,249	10/1/1985	Tires.
HP-3000	2,216,245	1/5/1999	Vehicle tires.
IMPERIAL FALCON	832,917	8/1/1967	Tires.
INSIGNIA	2,480,096	8/21/2001	VEHICLE TIRES
INSIGNIA S/R	2,232,814	3/16/1999	Vehicle tires.
INTERURBAN SUPER TRACTION	765,907	3/3/1964	Tires.
L.L. CARBON (and design)	2,132,436	1/27/1998	Vehicle tires.
LEMANS	756,436	9/10/1963	Tires.
LOAD MASTER	1,245,201	7/12/1983	Shock absorbers for vehicles.
LOADER-DOZER	750,196	5/28/1963	Tires.
LONGHAULER	918,501	8/17/1971	Tires.
LXX	896,905	8/18/1970	Tires.
MEDALLION F	201,751	8/4/1925	Tires.
MEDALLION F	1,170,711	9/22/1981	Retail tire and automotive store services.
O-BEAD (and design)	2,138,633	2/24/1998	Vehicle tires.
ONCOR	2,126,048	12/30/1997	Tires and tire treads.
ONCOR	2,126,050	12/30/1997	Tire retreading services.
PEERLESS	278,257	12/9/1930	Vehicle tires
PEERLESS	132,1921	2/26/1985	Batteries, Clothing
PERMASTEEL	1,011,912	5/27/1975	Tires.
PLATINUM	1,769,961	5/11/1993	Tires.
POLAR GRIP (and design)	507,684	3/15/1949	Tire treads.
POLARIS	2,243,020	5/4/1999	Tires for automobiles and trucks
POLARIS R3000	2,246,381	5/18/1999	Tires for automobiles and trucks.

EXHIBIT A -- REGISTRATIONS

Mark	Reg. No:	Reg. Date	Goods
POLARIS R4000	2,217,613	1/12/1999	Tires for automobiles and trucks.
POWER FALCON	848,662	5/7/1968	Tires.
PRESIDENT (Stylized)	508,377	4/12/1949	Pneumatic tires for vehicles.
PRESIDENT (Stylized)	1,263,557	1/10/1984	Tires.
PSD 3000	2,220,354	1/26/1999	Vehicle tires.
QUADRA (Stylized)	1,162,637	7/28/1981	Tires.
QUADRA XT2	1,448,370	7/21/1987	Tires.
RADIAL ATX	1,256,811	11/8/1983	Tires.
RADIAL SPRINT	1,264,158	1/17/1984	Tires.
REGENCY	1,385,174	3/4/1986	Tires.
RFT (and design)	2,369,203	7/18/2000	Vehicle tires.
RIB DUPLEX	890,491	5/5/1970	Tires.
ROCK GRIP EXCAVATOR	397,874	9/29/1942	Tires.
ROCK GRIP ROAD BUILDER	1,492,140	6/14/1988	Tires.
ROCK MASTER	1,191,146	3/2/1982	Tires.
S-211	1,136,110	5/27/1980	Tires.
SEALIX	2,485,658	9/4/2001	Vehicle tires.
SEIBERLING	172,503	8/28/1923	Tires.
SEIBERLING	520,891	2/7/1950	Tires.
SELF SEAL	1,235,060	4/12/1983	Tires.
SENATOR	688,769	11/24/1959	Tires.
SILVER BEAR	2,059,920	5/6/1997	Tires.
SILVER FALCON	832,915	8/1/1967	Tires.
SNOW BITER (and design)	1,079,339	12/13/1977	Tires.
SNOW KING	703,963	9/6/1960	Tires.
SPADE GRIP	378,439	6/11/1940	Tires.
SPRINT GT	976,379	1/8/1974	Pneumatic tires.
STEEL BELTED RADIAL F (and design)	1,241,988	6/14/1983	Tires.
STEELTEX	746,931	3/19/1963	Tires.
STEELTEX RADIAL ASR	1,261,664	12/20/1983	Tires.

EXHIBIT A -- REGISTRATIONS

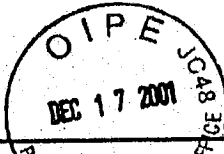
Mark	Reg. No:	Reg. Date	Goods
TRANS-RIB	685,143	9/15/1959	Tires.
TRANSTEEL	927,789	1/25/1972	Tires.
TRIPLE CROWN SL	1,488,345	5/17/1988	Tires.
TRIUMPH	366,937	5/2/1939	Tires.
TRIUMPH	2,078,060	7/8/1997	Rubber roofing membrane.
TROPHY	1,150,982	4/14/1981	Tires.
TROPHY PREMIUM	832,910	8/1/1967	Tires.
TURISIMO	1,075,464	10/18/1977	Tires.
UNI-T	2,129,457	1/13/1998	Vehicle tires.
UT 2000	1,331,954	4/23/1985	Tires.
VERTEX IV	2,062,106	5/13/1997	Tires.
WALRUS	1,392,839	5/13/1986	Urethane tire repair kits comprised principally of cured reinforced rubber patch, polyurethane adhesive and surface activator.
WAT 2000	1,346,004	7/2/1985	Tires.
WHEEL-TRAC	1,082,429	1/17/1978	Vehicle tires.
WILDERNESS AT	1,984,592	7/2/1996	Tires.
WILDERNESS LE	2,298,779	12/7/1999	Tires for automobiles and trucks.
WINTERFIRE	2,182,852	8/18/1998	Vehicle tires.
WR-12	1,191,647	3/9/1982	Tires.

EXHIBIT B -- APPLICATIONS

Mark	App. No:	App. Date	Goods
Destination	76139636	10/2/2000	VEHICLE TIRES
Executive	78058686	4/16/2001	VEHICLE TIRES
FR690	78043161	1/15/2001	VEHICLE TIRES

EXHIBIT A -- REGISTRATIONS

Mark	Reg. No:	Reg. Date	Goods
STEELTEX RADIAL R4S	2,256,588	6/29/1999	Vehicle tires.
STEELTEX RADIAL RTH	1,261,663	12/20/1983	Tires.
STONES	1,113,091	2/13/1979	Tires.
STRATO-STREAK	863,146	1/7/1969	Tires.
SUPER ROCK GRIP	1,495,027	7/5/1988	Tires.
SUPREME (Stylized)	259,303	7/30/1929	Tires.
SUPREME SI	2,276,689	9/7/1999	Vehicle tires.
T506	1,333,146	4/30/1985	Tires.
T520	1,331,960	4/23/1985	Tires.
T545 RADIAL	1,494,150	6/28/1988	Tires.
T546 PSD RADIAL	1,495,034	7/5/1988	Tires.
T559	1,984,595	7/2/1996	Tires.
T575	1,811,509	12/14/1993	Tires.
T589 LP RADIAL	1,628,202	12/18/1990	Tires.
T589 RADIAL	1,641,187	4/16/1991	Tires.
T819 RADIAL	2,225,476	2/23/1999	Vehicle tires.
T831	1,737,583	12/1/1992	Tires.
T839 RADIAL	2,225,475	2/23/1999	Vehicle tires.
TEMPA SPARE	1,243,515	6/28/1983	Tires.
THE MASTERMIND OF FIRESTONE	1,685,164	5/5/1992	Vehicle engine analyzer.
THOROBRED	151,732	2/14/1922	Tires.
THRU-WAY	582,353	11/10/1953	Tires.
TIMBERLINE	2,369,137	7/18/2000	Tires for automobiles and trucks.
TIMBERLINE PEAK PERFORMANCE (and design)	2,369,216	7/18/2000	Tires for automobiles and trucks.
TOWN & COUNTRY (Stylized)	590,267	5/25/1954	Tires.
TOWN & COUNTRY (Stylized)	976,817	1/15/1974	Tires.
TRAIL RIDER	1,138,964	8/26/1980	Tires.
TRANS/TRAC	1,137,345	7/1/1980	Tires.
TRANSPORT (Stylized)	159,855	10/10/1922	Tires.
TRANSPORT 1	922,819	10/26/1971	Tires.



Form PTO-554
(Rev. 03/01)
OMB No. 0851-0027 Exp. 5/31/2002
Tab settings → → → ▼

U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Bridgestone/Firestone North American Tire, LLC

12/17/01

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☐ Corporation-State
☒ Other Limited Liability Company - State

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☐ Assignment ☒ Merger
☐ Security Agreement ☐ Change of Name
☐ Other

Execution Date: November 30, 2001 12:15PM

2. Name and address of receiving party(ies)

Name: BFS Brands, LLC

Internal

Address:

Street Address: 50 Century Boulevard

City: Nashville State: TN Zip: 37214

- ☐ Individual(s) citizenship
☐ Association
☐ General Partnership
☐ Limited Partnership
☐ Corporation-State
☒ Other Limited Liability Company - State

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☐ No
(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) See Attached

B. Trademark Registration No.(s) See Attached

Additional number(s) attached ☒ Yes ☐ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: John H. Hornickel

Internal Address: Bridgestone/Firestone Americas
Holding, Inc.

Street Address: 1200 Firestone Parkway

City: Akron State: OH Zip: 44317-0001

6. Total number of applications and registrations involved: 193

7. Total fee (37 CFR 3.41).....\$ 4840.00

- ☐ Enclosed
☒ Authorized to be charged to deposit account

8. Deposit account number:

06-0925

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9. Signature.

John H. Hornickel

Name of Person Signing

John H. Hornickel
Signature

10 DECEMBER 2001

Date

Total number of pages including cover sheet, attachments, and document: 11

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

12/20/2001 GTDN11 00000220 060925 140804

01 FC:481
02 FC:482

40.00 CH
4800.00 CH

TRADEMARK
REEL: 002558 FRAME: 0055

ASSIGNMENT
FROM
BRIDGESTONE/FIRESTONE NORTH AMERICAN TIRE, LLC.
TO
BFS BRANDS, LLC
Page 1

140,804	663,474	1,115,237	1,415,778
151,732	685,143	1,130,324	1,415,779
155,426	688,769	1,136,110	
159,855	703,963		1,421,829
172,503		1,137,345	1,445,053
	715,449	1,138,964	1,445,182
201,751	720,682	1,144,612	1,448,370
209,064	725,988	1,150,982	1,471,366
234,670	740,642	1,162,637	
236,060	746,931		1,471,665
259,303		1,170,711	1,473,045
	750,196	1,178,631	1,475,837
265,807	756,436	1,191,146	1,478,589
265,808	765,907	1,191,647	1,488,345
278,257	824,897	1,199,487	
299,977	832,910		1,492,140
364,908		1,224,406	1,494,150
	832,915	1,235,060	1,495,027
366,937	832,917	1,241,988	1,495,034
376,814	848,657	1,243,515	1,517,139
378,189	848,662	1,244,369	
378,238	859,309		1,626,958
378,439		1,245,201	1,628,202
	863,146	1,256,811	1,629,063
379,936	890,491	1,261,663	1,641,187
393,309	896,905	1,261,664	1,685,164
396,796	910,429	1,262,926	
397,874	918,501		1,715,499
401,421		1,263,557	1,737,583
	922,819	1,264,158	1,769,961
507,684	927,789	1,321,921	1,811,509
508,377	948,402	1,331,954	1,875,903
520,891	976,379	1,331,960	
574,767	976,817		1,935,939
575,424		1,333,146	1,984,592
	1,011,912	1,335,395	1,984,595
582,353	1,075,464	1,346,004	2,057,707
590,267	1,079,339	1,363,249	2,059,920
607,042	1,082,429	1,366,561	
635,204	1,101,406		2,062,106
642,951		1,385,174	2,078,060
	1,103,024	1,387,468	2,092,253
649,326	1,113,091	1,392,839	2,126,048

ASSIGNMENT
FROM
BRIDGESTONE/FIRESTONE NORTH AMERICAN TIRE, LLC.
TO
BFS BRANDS, LLC
Page 2

2,126,050	2,298,778
2,128,970	2,298,779
2,129,457	2,351,976
2,130,456	2,368,866
2,131,198	2,369,137
2,132,436	2,369,203
2,135,712	2,369,216
2,138,630	2,396,328
2,138,633	2,418,297
2,138,634	2,464,005
2,152,343	2,480,096
2,162,645	2,485,658
2,173,839	
2,176,680	78058686
2,181,398	78043161
2,182,852	
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2,216,245	
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2,220,354	
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2,225,476	
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2,232,814	
2,232,916	
2,243,020	
2,246,381	
2,256,588	
2,265,442	
2,274,940	
2,276,689	

ASSIGNMENT OF TRADEMARK REGISTRATIONS AND APPLICATIONS

WHEREAS, Bridgestone/Firestone North American Tire, LLC, a limited liability company organized and existing under and by virtue of the laws of the State of Delaware, having an address of 1 Bridgestone Park, Nashville, Tennessee 37214, or its predecessors in interest, has adopted and used marks which are

Registered in the United States Patent and Trademark Office, whose registration numbers and registration dates are set out in Exhibit A, "Registrations", attached hereto; and

Pending as applications for registration in the United States Patent and Trademark Office, whose serial numbers and filing dates are set out in Exhibit B, "Applications", attached hereto, including intent-to-use applications for registration in the United States Patent and Trademark Office (identified in bold print); and

WHEREAS, BFS Brands, LLC, a limited liability company organized and existing under and by virtue of the laws of the State of Delaware, having an address of 50 Century Boulevard, Nashville, Tennessee 37214, is desirous of acquiring said marks and said Registrations and Applications for registration thereof because it is the successor to that portion of the business of Bridgestone/Firestone North American Tire, LLC to which the marks pertain;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Bridgestone/Firestone North American Tire, LLC, does hereby assign unto BFS Brands, LLC, all right, title and interest in and to the said marks, together with the goodwill of the business symbolized by the marks, and the identified Registrations and Applications thereof.

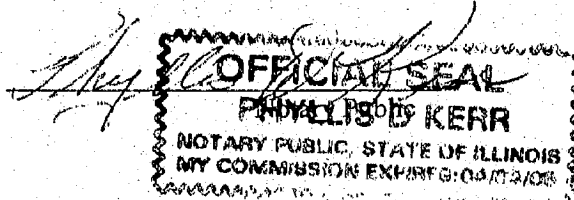
BRIDGESTONE/FIRESTONE
NORTH AMERICAN TIRE, LLC

By: John H. Hornickel
Name: John H. Hornickel
Title: Assistant Secretary

30 November 2001 12:45 PM

STATE OF Illinois)
COUNTY OF Cook) SS

On this 30th day of November 2001 before me personally appeared John H. Hornickel to me personally known, who, being duly sworn, did say that he is the Assistant Secretary of Bridgestone/Firestone North American Tire, LLC, and that he duly executed the foregoing instrument for and on behalf of Bridgestone/Firestone North American Tire, LLC, being duly authorized to do so and that said John H. Hornickel acknowledged said instrument to be the free act and deed of said limited liability company.



RECORDED: 07/17/2002

TRADEMARK
REEL: 002558 FRAME: 0058

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BFS Brands, LLC		12/18/2008	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Bridgestone Brands, LLC		
Street Address:	535 Marriott Drive		
City:	Nashville		
State/Country:	TENNESSEE		
Postal Code:	37214		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 39			
Property Type	Number	Word Mark	
Registration Number:	0140804	FIRESTONE	
Registration Number:	0396796	FIRESTONE	
Registration Number:	0401421	FIRESTONE	
Registration Number:	0948402	FIRESTONE	
Registration Number:	1178631	FIRESTONE	
Registration Number:	1387468	FIRESTONE	
Registration Number:	1445182	FIRESTONE	
Registration Number:	1471665	FIRESTONE	
Registration Number:	2223630	FIRESTONE	
Registration Number:	2464005	FIRESTONE	
Registration Number:	2507769	FIRESTONE	
Registration Number:	3171276	FIRESTONE	
Registration Number:	3173840	FIRESTONE	
Registration Number:	3173847	FIRESTONE	

900156722

TRADEMARK
REEL: 004164 FRAME: 0492

CH \$990.00 0140804

Registration Number:	3174200	FIRESTONE
Registration Number:	3174201	FIRESTONE
Registration Number:	3241202	FIRESTONE
Registration Number:	3248867	FIRESTONE
Registration Number:	3316109	FIRESTONE
Registration Number:	3370044	FIRESTONE
Registration Number:	3494705	FIRESTONE
Registration Number:	3494706	FIRESTONE
Registration Number:	3494707	FIRESTONE
Registration Number:	3495933	FIRESTONE
Registration Number:	3495934	FIRESTONE
Registration Number:	3495935	FIRESTONE
Registration Number:	3495936	FIRESTONE
Registration Number:	3495937	FIRESTONE
Registration Number:	3495938	FIRESTONE
Registration Number:	3688909	FIRESTONE
Registration Number:	3299861	FIRESTONE COMPLETE AUTO CARE
Registration Number:	3448045	FIRESTONE COMPLETE AUTO CARE
Registration Number:	3299860	FIRESTONE COMPLETE AUTO CARE SINCE 1926
Registration Number:	3328985	FIRESTONE COMPLETE AUTO CARE SINCE 1926
Registration Number:	3328986	FIRESTONE COMPLETE AUTO CARE SINCE 1926
Registration Number:	3455550	FIRESTONE COMPLETE AUTO CARE SINCE 1926
Registration Number:	3332255	FIRESTONE COMPLETE FLEET CARE
Registration Number:	2582878	FIRESTONE POLYMERS
Registration Number:	0378189	FIRESTONE TRANSPORT

CORRESPONDENCE DATA

Fax Number: (330)379-4064

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 13303796178

Email: iplaw@bfusa.com

Correspondent Name: Thomas R. Kingsbury

Address Line 1: 1200 Firestone Parkway

Address Line 4: Akron, OHIO 44317

ATTORNEY DOCKET NUMBER:	CHANGE OF NAME TO BSBC
NAME OF SUBMITTER:	Thomas R. Kingsbury

TRADEMARK

REEL: 004164 FRAME: 0493

Signature:	/Thomas R. Kingsbury/
Date:	03/10/2010
Total Attachments: 2 source=Name Change BFS Brands to BSBC 1#page1.tif source=Name Change BFS Brands to BSBC 2#page1.tif	

TRADEMARK
REEL: 004164 FRAME: 0494

Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "BFS BRANDS, LLC", CHANGING ITS NAME FROM "BFS BRANDS, LLC" TO "BRIDGESTONE BRANDS, LLC", FILED IN THIS OFFICE ON THE EIGHTEENTH DAY OF DECEMBER, A.D. 2008, AT 12:28 O'CLOCK P.M.

3432783 8100

081208799

You may verify this certificate online
at corp.delaware.gov/authver.shtml



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 7036104

DATE: 12-18-08

TRADEMARK
REEL: 004164 FRAME: 0495

State of Delaware
Secretary of State
Division of Corporations
Delivered 12:28 PM 12/18/2008
FILED 12:28 PM 12/18/2008
SRV 051208799 - 3432783 FILE

**STATE OF DELAWARE
CERTIFICATE OF AMENDMENT**

1. Name of Limited Liability Company: BFS Brands, LLC

2. The Certificate of Formation of the limited liability company is hereby amended as follows:

The name of the limited liability company is hereby changed to Bridgestone Brands, LLC.

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the 11th day of December, A.D. 2008.

By: *Phil*

Authorized Person(s)

Name: Phil Pacsi, Vice President

Print or Type